



**PAN AFRICA CHRISTIAN UNIVERSITY**

**SCHOOL OF LEADERSHIP, BUSINESS AND TECHNOLOGY**

**END OF SEMESTER EXAMINATION FOR DIPLOMA IN**

**LEADERSHIP AND MANAGEMENT**

**SEPTEMBER – DECEMBER 2017**

**CAMPUS: ROYSAMBU**

**DEPARTMENT: LEADERSHIP**

**COURSE CODE: DLM106**

**COURSE TITLE: PRINCIPLES OF MARKETING**

**EXAM DATE: TUESDAY 5<sup>th</sup> DECEMBER 2017**

**TIME: 5.30PM-7.30PM**

**INSTRUCTIONS**

- Read all questions carefully before attempting.
- Write your **student number** on the answer booklet provided.
- Answer ALL **questions in Section A** which is compulsory and **any other FOUR** from Section **B**

**SECTION A: ANSWER ALL QUESTIONS(40 marks)**

**Question 1**

- a) Describe the 4P's of marketing (8 Marks)
- b) Explain **THREE** promotional tools which you can employ as a marketer to make the promotion strategy a success in your organization. (6 Marks)
- c) Discuss **THREE** bases of market segmentation (6 Marks)
- d) "Studies indicate that customers will go through a series of thought processes before they eventually purchase an item". Assume you are in the process of buying your first car. Using illustrations, describe the various stages you are likely to undergo in your purchase decision process. (10 Marks)
- e) Explain the following marketing management philosophies: Product Concept, Selling Concept, Marketing concept, Production concept and Societal marketing concept. (10 Mks)

**SECTION B: ANSWER ANY FOURQUESTIONS(15 marks each)**

**Question 2**

- a) Justify with **FIVE** reasons why product/service branding is important (10 Marks)
- b) Briefly explain **FIVE** qualities of a good brand name. (5 Marks)

**Question 3**

- a) State **FOUR** reasons why Marketing is important for Kenyan citizens (8 Marks)
- b) Differentiate among price skimming, price penetration and neutral pricing as used in pricing strategies (7 Marks)

**Question 4**

- a) Suppose as a marketing consultant you have been approached by a local university to analyze the external environmental factors that affect sales forecasting activities. Give a detailed report discussing **FIVE** of these variables. (9 Marks)
- b) Explain **THREE** qualitative sales Forecasting Methods (6 Marks)

**Question 5**

- a) Discuss the sequential steps that should be followed while conducting market research. (10 Marks)
- b) Define Marketing Information Systems (2 Marks).
- c) State **THREE** steps of introducing Marketing Information System in the organization. (3Marks)

**Question 6**

- a) Why is it important to Study Consumer Behaviour in marketing decision making?(**3Marks**)
- b) Define Situational Influence in consumer decision making and identify **FIVE** factors that influence it?  
**(12 Marks)**